



FASHION INTERNATIONAL

NEWS AND VIEWS OF THE INTERNATIONAL FASHION WORLD

185 East 85th Street, New York, N.Y. 10028 - (212) 289-0420

Vol. III, No. 7, April 1975

MILAN FALL RTW: WAS IT AN ITEM MARKET?

With the exception of Missoni, U.S. buyers were more impressed with single items than with any one collection.

SILHOUETTE: tube-slim -- tubular coats, tubular suits and separates, tubular dresses -- the tube-slim boxy chemise a standout (Enrica Sanlorenzo of Turin).

THE NEWSY LOOKS: layering on the uptrend again. Multi-layering (Walter Albini/Trell), layering of several different lengths (Luciano Soprani/Dorian, a new house), skirts side-slit over knickers (Missoni), inexpensive but intricately worked furs layered over-and-under sweaters, coats, ponchos (Fendi).

THE COATS: 3/4 and 7/8 ... tubular and wrapped, as are 2-tone bathrobe knitted sweater coats (Gianni Versace/Callaghan) ... some with controlled back fullness... ombre-striped raincoats new at Missoni.

THE REST: man-tailored suits ... coat and skirt with luxé shirt ... separates and coordinates for day & evening ... turtleneck tubes ... Chinese influence (Muriel Grateau/Basile) ... tunics... waist-cropped ... jumpsuits.

FABULOUS FABRICS, BUT MOROSE COLORS: richly textured, loopy, shaggy and brushed -- alpaca in twin weights for outer and inner layers -- even brushed mohair comes in prints ... Ultrasuede is teamed with tweed-knit sleeves, and newest signature print gives designer's name, address and telephone number (Irene Galitzine) ... camel and covert ... Melton, tweed and menswear fabrics ... SOME STRIPES, CHECKS, PLAIDS and solids in TWO-TONES of cream/toast, black/taupe and bordeaux/or black/gray give a respite from the drab ones: dark brown, dark gray, prune, olive-drab.

MEN'S FASHION APPAREL: A STATUS SYMBOL

"Fashion apparel is one status symbol you always have with you. And you don't get a second chance to make a good first impression." The speaker: Norman Karr, Men's Fashion Association Executive Director. The place: MFA's 17th Annual Spring-Summer Press Previews, in conjunction with the Menswear Retailers of America's convention, Los Angeles, Feb. 4-9.

GOOD NEWS, DOUBLE-BARRELLED: Although "all goods and services" have risen more than 114 per cent since 1950, men's apparel prices rose only 78 per cent, and will be among the first to deflate, because of the already-deflated textile market. The other silver lining in the Recession cloud is the complete absence of far-out folderol: manufacturers of male attire have put their money into clothes that men wear for women; and for once have parlayed playing it safe into a winning combination.

THE THEMES: The serious aspect of fashion ... and the importance of cheery colors in times of economic uncertainties.

BUSINESS SUITS: The stiff, starched look has gone out of business suits, most of them with 2-button jackets -- about half are vented, and cut with natural shoulder, in the prevailing "short" length -- the other half show the European influence in squarer shoulders, higher peaked lapels, higher armholes, and noticeably longer length, vented or not ... VESTS sport as many as four patch pockets -- to help preserve a tight, slim look about the hips, the breezy-weave fabrics permitting the extra layer ... TROUSERS are cut almost straight, and men of any girth are advised to leave them uncuffed, for better appearance ... COLOR is their chief indication of ease: pale, frosted blues, greens and tans ... the

(continued on page 2)

pale-toned suits; including "naturals" and whites, were worn with 3-1/2 to 4" wide TIES in absolutely smashing colors and patterns ... but men who are not required to wear ties have some great alternative options with open-neck shirts: a silk scarf tied around the neck -- newest, now that barrel cuffed shirts obviate cuff links, diamond "body jewelry," which does a lot more for men than women's diamonds-by-the-yard -- a small-point diamond, as opposed to a mere clip, on a platinum or silver chain does the trick, costs about \$200.

LEISURE SUITS: in the lead are those with safari pockets and self-belts whose buckles and ends are loosely looped in front ... one of the best new looks is the matching-shirt suit -- a 2-piece, short sleeved suit worn in or out -- a 3-piece, the shirt topped with a short or long-sleeved jacket, all matching -- both come in navy or in the new softly grayed teal green, are handsomely detailed with top-stitching, epaulettes and the like, and show you cared enough to "dress."

FABRICS: multi-blends combining numerous fibers, including synthetics and naturals the latter chiefly linen and/or silk -- makes for both interesting texture and utmost comfort -- some are so airy, men will have the trouser pockets removed rather than have them show through, added reason for all those quadruple pockets on vests as well as jackets ... crepe-weaves fewer double-knits -- but a new U.S.-made "Swedish" knit combines the sturdiness of double-knit with the light weight of single-needle knit (Curlee Clothes) ... denim is forever, dressy looking in indigo (dark) blue with red top-stitching -- in handsome faded-blue; also top-stitched (Windbreaker) -- in elegant dark-denim-weave SILK (Piero Dimitri).

HABERDASHERY: Sweaters, blousons and all now have upper pockets, often lower ones as well, chrome yellow, a favorite accent color, as is apricot blended with white ... pajama-top pullover styling the big new trend in sportshirts of nylon jersey printed with conversational or art subjects, florals or nautical themes ... knit tops continue to feature people and objects. Dress shirts have slightly-spread collars, barrel cuffs and a tapered body -- improved, and looking dressier.

THE FIFTH EUROPEAN FASHION FAIR, March 2-5, in New York, presented a wider range of merchandise than before. The French contingent was again the strongest, followed by the British, who participated as a group for the first time. Ireland, West Germany, Israel, Belgium, Spain, Italy, Switzerland and Turkey were also represented.

SILHOUETTES: slinky siren tubes ... middle of the road easy-fit garments ... and the new "Housse," its fullness controlled with self-sash or cinch belt (Jean Varon) or with set-in front that ties in back (Emesse, Gudule).

Sportswear & Separates remain plentiful, newest in slender slit-side tunics over slim skirts (Emesse) ... Skirts include dirndl, swing, soft pleat or straight with side button closing (Gudule) -- trousers in the minority ... Jumpers best with extended shoulders -- replacing pinafores ... Dresses continue to make their inroads ... Suits return, many with shaped jackets and swinging skirts (Radke & Radke), or full jackets with 3/4 turnback cuffs (Clubmen) ... Coats varied from big and rangy, to shaped through the top with full back (Bartson's), to deep side-slit (Dejac) to slender reefer types (O'trio Raindwar).

Details on dresses and tunics ... yokes rounded, square, shirred, ruffled ... necklines scarved, peasant, bateau or choir boy ... sleeves full, drop shoulder, or with deep-cut armholes ... Empire waists ... overstitching ... flat pleating.

Fabrics -- soft, lightweight, brushed, loopy, hairy -- flannel, both wool and cotton -- cashmere, lambswool/mohair, rabbit hair/wool -- cotton poplin, sometimes quilted -- gabardine, fine-wale corduroy -- tweeds -- georgette crepe -- embossed velvet -- jersey and matte jersey -- chiffon -- crinkle satin.

Patterns -- plaids, stripes, pointillistes ... borders ... flowers of all types, all-over, scattered, spaced -- soft chintz florals, Liberties, stylized and combined with geometrics, paisleys ... few Impressionist.

Colors: somber, or washed down ... olive, spinach, moss, lichen greens ... teal, navy blues ... blued-steel and mouse grays brown -- rust -- caramel -- buff.

ROME'S BOUTIQUE BEAT -- WHERE THE TRENDS ARE

Most of the good shops are concentrated on a few streets, from Piazza di Spagna to Via del Corso. Since the area has been declared a pedestrian island, it's easy to walk up and down and browse.

VIA DELLA VITE

Il Policarpo, 100, tel. 679-2594. Opened recently. Specializes in original wedding and evening dresses; handsome silk raincoats, knits. Exclusive Caserini and Soldano designs. Expensive but quality merchandise.

Arte Del Cesello, 63. Creative handmade jewelry and objets d'art. Silver and gold combined with semi-precious stones for rings, pins, bracelets. Hammered silver ashtrays. Also, made-to-order.

Way-In, 35, tel. 678-5436. Originated as trouser shop. Also, classic shirts, well-cut jackets, quality sweaters. Own production on some items. Moderate.

People Pants, 30, tel. 688-383. Just opened. Sells only trousers for men, and in smaller sizes, for women. Basile designs, others; also own production.

Vog, 23, tel. 678-3754. Sportswear designed exclusively by owners. Young, snappy shirts, sweaters, skirts, beachwear. Lacavera jewelry. Moderate.

VIA FRATTINA

Tiffany, 82, tel. 679-1959. Emphasis on elegant and expensive. Mostly natural fabrics. Many designer labels.

Uomo, 91, tel. 678-3133. Just opened. Avant-garde decor. Well-stocked in men's shirts, sweaters. Emphasis on silk and cotton. Moderate.

Vanita, 70, tel. 679-1743. Own designs in lingerie and beachwear. Elegant peignoirs, nightgowns. Exclusive prints in bikinis and coverups.

For You, 60, tel. 686-238. Pace-setter. Designer names include Fontana, Mirsa. Some made-to-order.

Mario Valentino, 58, tel. 679-1242. The Roman boutique for the Neopolitan shoe firm. Tiny but well-stocked. Expensive.

Wally's, 52, tel. 678-3581. Moderate to expensive; emphasis on casual. Gibi knits, De Parisini prints.

Gino Costa, 50. Handsome belts, and coordinated leather goods. Moderate.

Brighenti, 10, tel. 679-1484. Fine lingerie and beachwear. Very well-stocked.

Santagostino, 130, tel. 678-2479. (Men's store across street at #5). Wide range of women's apparel in classic vein. Moderate boutique chain.

Testa, 104, tel. 679-1294. (Also, Via Borgognona # 13, tel. 679-6174). Well-known menswear designer. More conservative items at Frattina address; original and avant-garde at Borgognona.

VIA BORGOGNONA

Elle, 14, tel. 687-378. (Other branch, Via Mario de' Fiori # 30, tel. 679-5620). One of the best buys in town for inexpensive knits. Some made-to-order.

Loris Azzaro, 10, tel. 679-2334. One of a chain (others in Milan and France), devoted exclusively to evening wear designed by owner. Some accessories.

Eddy Monetti, 24, tel. 686-996. Designer names include Guarnera, Fontana. Emphasis on elegant and expensive.

Gucci Boutique, 25, tel. 678-3232. Run by son of parent firm. Specializes in moderately priced, original leathergoods.

The Wild Horse, 8. Casual handcrafted footwear and leatherwear for both sexes.

Paoletta Blu, 6, tel. 679-7828. Casual and classic labels -- Krizia, Caumont, others. Well-cut trousers, shirts. Some jewelry. Expensive.

La Boheme, 5, tel. 672-908. Opened recently. Specializes in off-beat, trendy designs at moderate prices.

Alexander, Piazza di Spagna 49, tel. 679-1351. Sportswear with a flair -- one of the best; Cavalli suedes, St. Clair shirts.

Boutique 77, Piazza di Spagna 77. Tiny and expensive. Missoni and Krizia knits.

SUMMER EVENING WEAR HAS NEW LOOK

SLIP-TOPS, and SHORT RESTAURANT DRESSES, sometimes combined, are newsiest ... the slip-tops tend to be sexy, bare and sashed -- some are double dresses, redingoted (Scott Barrie) ... drawstring chemises, body dresses, blousons, or fitted above a big, long skirt ... romantics and peasant dresses with big peasant sleeves ... tiny ruffles ... hip-stitched pleats ... ruffled off-the-shoulder trending ... one-shoulders still important ... LOW U-BACKS, some down to the waist ... THE FABRICS: crepe-de-chine, georgette, point-d'esprit, chiffon, organza ... LACE, in white and colors, even in beige cotton ... JERSEYS: matte, cotton, chiffon ... crinkle cotton ... gauze, including printed cotton gauze ... Fortuny-like pleated chiffon ... brilliant florals (Trigere).

DETAILS: drop-shoulder SLEEVES, poet's sleeves open at wrist (Star of Siam), capped (Paganne) ... fan-cape sleeves, short or 3/4 length ... rolled sleeves ... SMOCKED yokes, smocked shoulders ... eyelet and other embroideries ... scallops ... ruffles ... tucks ... contrast piping ... hip stitched pleats ... handkerchief hems for day (Beene).

FABRICS, COLORS, PRINTS

COTTON JERSEY is the big one -- followed by chintz/polished cotton in solid, 2-tone or flowered ... cotton gab ... lightweight, unbleached muslin ... voile ... seersucker, crinkle cotton ... lawn, chino ... dotted Swiss ... polyester jersey ... silk-like polyesters ... Ultrasuede now in many more collections and classifications, newly hand-painted (Lew Prince) ... COLORS: khaki, fatigue-green -- pale lilac, periwinkle, violet -- cornflower, apricot, Kelly, turquoise, shocking, jade -- THE GLOOM CHASERS: bright reds -- brilliant colors in explosive patterns (Beene) ... OMBRES ... stripes, straight, bias-mitred or chevron.

PREWASHED DENIM: VERY IMPORTANT FOR SUMMER

JUNIOR SPORTSWEAR continues to feature prewashed denim as an important look for Summer. Not to be confused with recycled or fade-out denim, "prewash" designates a finished denim garment, washed and pressed before the customer receives it -- the product is soft, comfortable and fits well. It is \$1.00 to \$2.00 more at retail than regular denim, and is tagged as "prewashed" by the manufacturer (French Dressing, Faded Glory, Outlimits, others).

UPCOMING FASHION DATES

NEW YORK ...Apr. 20-27, Juvenile Style Mart
DUSSELDORF..Apr. 20-24, IGEDO Fashion Fair
FRANKFURT ..Apr. 23-27, Int'l Fur Fair
ATL. CITY ..Apr. 27-May 2, Knitting Exhib.
NEW YORK ...May 6-8, Int'l Leather Goods
FRANKFURT ..May 12-15, Interstoff (Fabrics)
DALLASMay 24-29, Fall RTW Market Wk.
NEW YORK ...May 31-Jun. 3, Display Market
NEW YORK ...June 1-4, Nat'l Boutique Show
NEW YORK ...June 3-5, TEXPO '75 (Fabrics)
CHICAGOJune 1-4, Fall RTW Market Week
MILANJune 6-10, MIPEL (Leather Goods)
NEW YORK ...June 15-19, Press Wk., N.Y.Couture
NEW JERSEY..June 19-22, M.F.A. (Menswear)
NEW YORK ...June 22-27, Press Wk., Amer. Des.
MILANJune 17-20, EUROTRICOT (Knitwear)
PARISJune 17-20, Leather & Luggage
L.A.June 14-18, Fall RTW Market Wk.
COLOGNEAug. 22-24, Men's Fashion Week
GOTHENBURG..Aug. 24-26, MODE, Swedish Fair
COPENHAGEN..Aug. 24-26, Menswear Fashions
MIAMIAug. 3-7, Resort RTW Market Week
DALLASAug. 16-20, Resort RTW Market Wk.
L.A.Aug. 22-26, Resort RTW Market Wk.
CHICAGOAug. 23-27, Resort RTW Market Wk.
TURINAug. 30-Sept. 2, Menswear Fash.
AMSTERDAM ..Aug. 31-Sept. 2, Menswear Fash.
PARISSept. 6-9, SEHM, Menswear Fair
PARISSept. 6-9, Int'l Leather Week
NEW YORK ...Sept. 8-19, Resort RTW Market
PARISOct. 18-23, Pret-a-Porter
FRANKFURT ..Nov. 18-21, Interstoff (Fabrics)

FASHION INTERNATIONAL • NEWS AND VIEWS OF THE INTERNATIONAL FASHION FIELD

Publisher: Ruth Finley, FASHION CALENDAR

Contributing Editors-- Lee Slaughter, New York
Eleonora Mutarelli, Rome

Six months subscription \$25

One year subscription \$39

Published monthly by FI Publications Inc., 185 East 85 Street, N.Y., N.Y. 10028 - (212) 289-0420